

What pricing strategy would you advise using for the products in the following market conditions? Give reasons for your choice in each case.

A new consumer hi-tech 3D camera, the first of its kind, has launched

An established mobile phone company with the largest share of the Chinese market faces competition from a new, smaller rival offering an exiting new range of phones and call charges

A major supermarket chain has introduced a new value brand range covering food, cosmetics and cleaning products

A new eco-friendly washing-up liquid is launched in a highly competitive market in which many brands compete for market share

A Paris fashion house has introduced a new designer watch collection aimed at the 'rich, famous and glamorous'